

## Message Text

LIMITED OFFICIAL USE

PAGE 01 LONDON 08445 201934Z

ACTION EUR-12

INFO OCT-01 EA-07 ISO-00 FEA-01 AGRE-00 CEA-01 CIAE-00

COME-00 DODE-00 EB-07 FRB-03 H-01 INR-07 INT-05

L-03 LAB-04 NSAE-00 NSC-05 PA-01 EPG-02 AID-05

SS-15 STR-04 ITC-01 TRSE-00 USIA-06 PRS-01 SP-02

OMB-01 /095 W

-----210652Z 108734 /11

R 201742Z MAY 77

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 4190

INFO AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY LUXEMBOURG

AMEMBASSY PARIS

AMEMBASSY ROME

AMEMBASSY THE HAGUE

AMEMBASSY TOKYO

USMISSION EC BRUSSELS

USMISSION OECD PARIS

LIMITED OFFICIAL USE LONDON 08445

DEPARTMENT PASS STR

E.O. 11652: N/A

TAGS: ETRD, UK, JA

SUBJECT: JAPANESE TELEVISION EXPORTS TO UK SHOOT UP

1. THE PRESIDENT OF THE BRITISH RADIO EQUIPMENT MANUFACTURERS ASSOCIATION, LORD THORNEYCROFT, HAS PUBLICLY WARNED THAT JAPANESE TELEVISION EXPORTS TO THE UK DURING THE FIRST QUARTER OF THIS YEAR WERE AT A "DANGEROUSLY HIGH LEVEL". HE CLAIMED THAT COLORED TELEVISION RE-

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 LONDON 08445 201934Z

CEIVERS IMPORTED FROM JAPAN ROSE TO MORE THAN 60,000 SETS DURING 1ST QTR '77, AN INCREASE IN EXCESS OF 100 PERCENT OVER THE SAME PERIOD LAST YEAR. THORNEYCROFT SAID THE PROBLEM IS A "VERY SERIOUS" ONE FOR THE BRITISH INDUSTRY WHICH IS OPERATING WITH CONSIDERABLE EXCESS CAPACITY AND PLANNING TO INCREASE PRODUCTION OF MONO-CHROME SETS FOR THE DOMESTIC MARKET AND COLOR RECEIVERS

FOR EXPORT.

2. IN RECENT DISCUSSIONS WITH DEPT OF TRADE OFFICIALS WE HAVE OBTAINED ACCURATE IMPORT FIGURES FOR JAPANESE SETS AND THESE CONFIRM THORNEYCROFT'S CHARGES. DURING THE 1ST QTR '76 JAPAN EXPORTED 26,127 COLOR SETS TO THE UK WORTH 2.9 MILLION POUNDS STERLING AND CONSTITUTING 8.5 PERCENT OF TOTAL UK COLOR MARKET. FOR 1ST QTR '77 EXPORTS WERE 63,261 WORTH 8.7 MILLION POUNDS AND CONSTITUTING 16.3 PERCENT OF TOTAL UK COLOR MARKET. AS DEPARTMENT AND STR AWARE, THE UK-JAPAN UNDERSTANDING IS THAT JAPANESE COLOR SALES WILL NOT EXCEED 10 PERCENT OF THE UK DOMESTIC MARKET DURING ANY SINGLE YEAR.

3. UK OFFICIALS ARE OBVIOUSLY WATCHING THE IMPORTS FROM JAPAN VERY CAREFULLY. THEIR SENSITIVITY HAS BEEN HEIGHTENED BY THE OMA IN THE PROCESS OF BEING FINALIZED BETWEEN THE US AND JAPAN WHICH WOULD INCREASE PRESSURE ON JAPAN TO FIND OTHER OUTLETS FOR THE CONSIDERABLE SALES WHICH WILL NOT BE MADE TO THE US IN THE FUTURE.

4. BRITISH AUTHORITIES HAVE DISCUSSED THE RECENT SURGE OF EXPORTS WITH JAPANESE OFFICIALS, BUT ARE NOT TAKING ANY PANIC ACTIONS AT THIS TIME. JAPANESE REPRESENTATIVES SAY THE UPSURGE IS LARGELY DUE TO ABNORMAL INVENTORY RESTOCKING CAUSED BY RETAILERS AND WHOLESALERS LETTING STOCKS DROP TOO LOW. DEPT OF TRADE OFFICIALS TELL US THEY ARE INCLINED TO TAKE THE JAPANESE AT THEIR WORD FOR THE MOMENT, BASICALLY BECAUSE UK IMPORTS HAVE BEEN SOME-

LIMITED OFFICIAL USE

PAGE 03 LONDON 08445 201934Z

WHAT CYCLICAL BUT MORE IMPORTANTLY BECAUSE THE JAPANESE TRACK RECORD HERE IS A GOOD ONE. OVER THE PAST SIX YEARS THEY HAVE NEVER EXCEEDED THE AGREED 10 PERCENT OF THE UK MARKET EXCEPT FOR 10.3 PERCENT IN 1975. THE 1976 TOTAL PERCENTAGE WAS 9.5. SPIERS

LIMITED OFFICIAL USE

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TELEVISION, TRADE AGREEMENTS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 20-May-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 22 May 2009  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977LONDON08445  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770181-0761  
**Format:** TEL  
**From:** LONDON  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770536/aaaabewf.tel  
**Line Count:** 102  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** a727408f-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 02-Mar-2005 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2438995  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** JAPANESE TELEVISION EXPORTS TO UK SHOOT UP  
**TAGS:** ETRD, UK, JA, UK RADIO EQUIPMENT MANUFACTURERS ASSO, (THORNEYCROFT, LORD)  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/a727408f-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009